

Message Text

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51

ACTION AF-10

INFO OCT-01 ISO-00 EB-07 AGR-10 RSC-01 /029 W

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P 271200Z DEC 74

FM AMEMBASSY TANANARIVE

O RUEHDC/USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC PRIORITY 6798

AMCONSUL DOUALA PRIORITY

UNCLAS TANANARIVE 2008

E.O. 11652: N/A

TAGS: BEXP, MA, CM

SUBJECT: CATALOG EXHIBIT - AGRICULTURAL EQUIPMENT

REF: USDOC 18803

1. EMBASSY HAS ALREADY MADE PROMOTIONAL MAILING TO 280 LOCAL BUSINESSES AND GOVERNMENT OFFICES ANNOUNCING CATALOG SHOW WILL BE HELD IN TANANARIVE JAN 20-25 AND INVITING THEM TO ATTEND. MOREOVER, IN ACCORDANCE TIMETABLE SET FORTH IN DEPARTMENT'S A-9166 OF 9/9/72 AND DOUALA'S REQUEST FOR PREPARATION AND SHIPMENT OF 300 CATALOG INDEXES BEFORE END DECEMBER (YAOUNDE 3564), WE HAVE ALREADY PREPARED CATALOG REFERENCE INDEX AND RECEIVED 300 COPIES FROM LOCAL PRINTERS, WITH JANUARY DATES FOR SHOW PRINTED ON COVER. ADDITIONALLY, WE UNDERSTAND LOCAL IMPORTERS AND GOVERNMENT AGENCIES ARE ALREADY MAKING PLANS FOR 1975 ORDERS OF AGRICULTURAL EQUIPMENT, AND POSTPONMENT OF SHOW WOULD RISK LOSING MOST POTENTIAL BUSINESS FOR THE YEAR.

2. IN VIEW OF ABOVE, EMBASSY WOULD MUCH PREFER NOT RPT NOT TO POSTPONE SUBJECT EXHIBIT AT THIS VERY LATE DATE. TO DO SO WOULD MAKE US APPEAR EMBARRASSINGLY INEFFICIENT TO LOCAL BUSINESS COMMUNITY, AND, AS MENTIONED ABOVE, PROBABLY WOULD LOSE POTENTIAL SALES FOR 1975.

3. IF COMMERCE CAN PROVIDE ENGLISH-SPEAKING INDUSTRY

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EXPERT, EMBASSY WILL PROVIDE INTERPRETER FOR APPROXI-

MATELY \$150 EXTRA IN BUDGET FUNDS. WE STRONGLY URGE
COMMERCE IMMEDIATELY SEEK ENGLISH-SPEAKING EXPERT
RATHER THAN POSTPONE SHOW. PLEASE ADVISE SOONEST.
ELFERS

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NNN

Message Attributes

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Draft Date: 27 DEC 1974
Decaption Date: 01 JAN 1960
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Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Document Number: 1974TANANA02008
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
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Handling Restrictions: n/a
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ISecure: 1
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Original Previous Classification: n/a
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